



Heritage District Façade Improvement Program

August 21, 2012



Heritage District Façade Improvement Program Mission:

Stimulate revitalization and private sector capital investment by proactively addressing deteriorating property conditions and encouraging improvements which increase economic vitality.

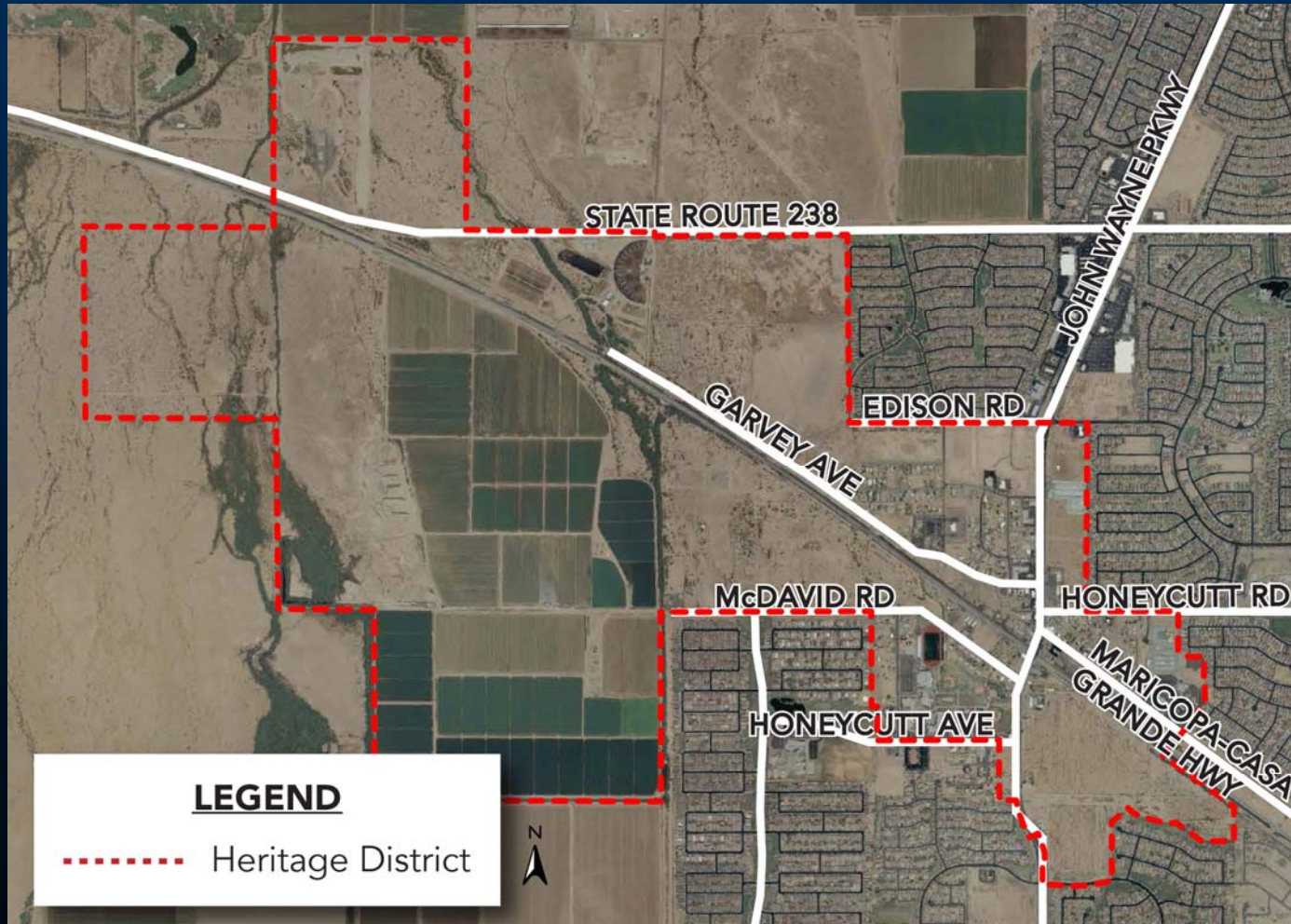


Program History:

- Funded through \$50,000 allocation in FY 2012-2013 City Budget for improvement projects in Heritage District
- Heritage District Citizens Advisory Committee was presented and accepted the program plan July 12, 2012
- City has applied to Gila River Indian Community for an additional \$85,000 in grant funding



Program Area: Heritage District



Applicant Eligibility:

- Open to commercial and residential property owners and tenants who:
 - Owe no outstanding property taxes, fees, judgments or liens to any government entity
 - If commercial, have a current business license
 - If tenant, have owner authorization



Façade Improvement Program: Eligible Projects

- Eligible improvements include: front exterior painting, landscaping, exterior signs, awnings, doors and windows, lighting, addition of patio or outdoor space
- Ineligible improvements: new building construction, improvements to new buildings, equipment, roof repairs, any interior work, parking lots and lot striping, security systems, razor/barbed wire, items not allowed by City Building Code



Reimbursement Limits and Applicant Match Requirements

Property Type	Minimum Total Project Cost	Applicant Match Requirement	Maximum Reimbursement
Commercial	\$1,000	≥ 50%	\$20,000
Residential	\$250	No match for first \$1,000; ≥ 50% after	\$5,000



Residential and Commercial Project Reimbursement Examples

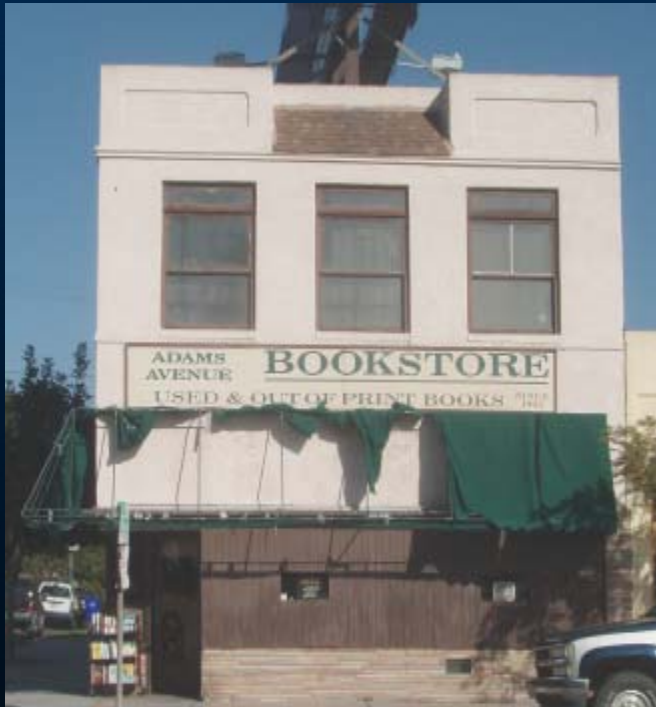
RESIDENTIAL Total Project Cost is:	Project Cost	Applicant Match	City Reimbursement
Below \$1,000	\$900	\$0 (0%)	\$900 (100%)
At Max Reimbursement	\$9,000	\$4,000 (44%)	\$5,000 (56%)
Above Max Reimbursement	\$12,000	\$7,000 (58%)	\$5,000 (42%)

COMMERCIAL Total Project Cost is:	Project Cost	Applicant Match	City Reimbursement
Below Max Reimbursement	\$10,000	\$5,000 (50%)	\$5,000 (50%)
At Max Reimbursement	\$40,000	\$20,000 (50%)	\$20,000 (50%)
Above Max Reimbursement	\$60,000	\$40,000 (67%)	\$20,000 (50%)



Before and After Potential

Before



After



- Exterior paint
- Door replacement
- Enlargement of entry windows
- Signage relocation
- New exterior tile
- New awnings

City of San Diego Program
Total Cost: \$13,500

Before and After Potential

Before



- New metal sign
- New paint
- Replacement awning
- Ironwork repair and paint
- Hanging plant baskets
- New light fixtures

After



City of San Diego Program
Total Cost: \$15,129

Before and After Potential

Before



After



City of Fowler, California Program
Maximum reimbursement is \$25,000



Program Administration Overview:

- Managed by Economic Development Department
- Review Committee will be created to review applications and determine funding for individual projects
- Applicants will be required to attend a Pre-Application Information Session before submitting application for review



Program Administration Overview (continued):

- Bids from licensed contractors required. All work completed by licensed contractor.
- Application scoring criteria would include:
 - Fit with Heritage District Design Guidelines
 - Location within the Heritage District
 - Total project budget (i.e. bang for the buck)
 - Linear feet of front façade to be improved
 - Contractor selected with preference to local



Program Administration Overview (continued):

- Funding is reimbursed after the improvements are performed and verified by Review Committee
- Any Code violations on the property must be remediated prior to receiving reimbursement



Marketing the Program to Heritage District Residents & Business Owners:

- Program to be marketed via City media channels, newspapers, fliers, face-to-face contact with businesses and residents
 - Heritage District Committee members to assist with outreach efforts
- Applications will be available for download on City website and for pickup at City Hall



Next Steps

Implementation

- Nov. 8: 1st Pre-Application Information Session at Heritage District Citizens Advisory Committee meeting
- Dec. 3: Applications due for first Application Review
- Dec. 13: 1st Application Review Session; projects approved for funding announced at Heritage District Citizens Advisory Committee meeting



Questions?

